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AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII No. 9

NOVEMBER 1, 1928

Per Copy 20c

PAINESVILLE NURSERIES

TREES

Plants

Seeds

----FRUIT TREES
Small Fruits
DECIDUOUS TREES
EVERGREEN TREES
SHRUBS
Hardy Vines
ROSES
Best Field Grown
HARDY PERENNIALS
POT GROWN ANNUALS
BEDDING PLANTS
DECORATIVE PLANTS
BULBS
FULL LINE OF SEEDS



SINCE 1854

THE STORRS & HARRISON CO.
"Painesville Nurseries"
PAINESVILLE, Lake County, OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown FRUIT TREES

Specializing in Car Lots

of

APPLE - PEAR - PEACH

Special prices on

**BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH**

Also a Full Line of

**ORNAMENTAL TREES
SHRUBS AND ROSES
American Arbor Vitae
Lombardy Poplars**

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers
NURSERIES AND ORCHARDS COMPANY
Louisiana, Missouri

This Mark
On a Shipment
of
Nursery Stock
Insures
Its Quality



Learn to
Depend
Upon Us
for
Your Every
Nursery Need

Mr. Nurseryman—

Do you know that there IS a difference in Nursery Stock? This is due, of course, to the way stock has been grown, handled, and graded. You must have equipment and experience to grow and grade good nursery stock, and our equipment and over Fifty Years of experience are at your service.

Whenever You Think of Nursery Stock Think of "Mount Arbor"

Headquarters for Ornamentals, Fruit Trees, Perennials, Evergreens, and Fruit Tree and Rose Stocks, and—EVERYTHING.

"One of America's Foremost Nurseries"

Mount Arbor Nurseries

E. S. Welch, Pres.

Shenandoah, Iowa

Write for our SEVENTY-TWO page Wholesale Price List. Use business stationery in making application, or send business card, for we sell to Wholesale Trade, only.



Almost half a century of experience serving Nurserymen with Peat Moss in this country enables us to procure the quality and fineness best suited to your needs—and—we can supply you in any quantity at once—from one of our warehouses or through a distributor near you. \$3.00 per bale of approximately 20 bushels f. o. b. New York. Price for larger quantities and literature on request.

ATKINS & DURBROW, Inc. 29-A Burling Slip
New York, N. Y.

THE MONROE NURSERY
ESTABLISHED 1847
FRUITS AND ORNAMENTALS
Featuring especially
CATALPA BUNGEI
TEAS MULBERRY
LOMBARDY POPLAR
WEIR CUTLEAF MAPLE
GRADED RIGHT
I. E. ILGENFRITZ' SONS CO.
Monroe, Michigan
Manufacturers of Ilgenfritz Planting Machines and Digging Plows

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American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting
in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

Hill's Evergreens

COMPLETE assortment of lining out sizes. Also larger grades for Landscaping. Send for our wholesale catalog. Also descriptive booklet in colors.
D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

**WE HAVE THEM
You May Want Some**
Norway, Sycamore and Silver Maples; Pin, Red, Mossy Cup, Catesbeai and Willow Oaks.
Butterfly Bush, Dogwoods, Deutzias, Forsythia, Spireas, etc.
Our Trade List is ready.
Get next to one.

Atlantic Nursery Co.
BERLIN, MARYLAND

EVERGREENS
MILLIONS OF THEM
Seedlings—Transplants—Cuttings
Grown under glass
Also Apple Trees, Shade Trees, Hedgeplants, Shrubs, Vines, Peony.
Send for our latest Bulletin

Sherman Nursery Co.
The largest growers of Evergreens in the world
Charles City, Iowa

Lining Out Stock

Good assortment of
DORMANT STOCK
still on hand
See our latest bulletin.
Write for copy.

Onarga Nursery Co.
CULTRA BROS., Mgrs.
Onarga, Illinois

American Fruit Tree Seedlings that never miss. Only seedlings with sustained quality. Many large Nurserymen that have tried them, are adopting them. We offer for next winter's delivery:

Branched Root Apple Seedlings.
Mazzard, Mahaleb, P. Calleryann.
Pr. Myrobalan, Catalpa Speciosa,
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs
VISTICA NURSERIES, Inc.
118 North Ophir St. Stockton, Calif.

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK

Large Assortment
WELL GROWN—NONE BETTER
See Our Lists Before Buying
NAPERVILLE DuPage County ILLINOIS

Scotch Grove Nursery
Growers of
EVERGREENS
For
Lining Out
GOOD ASSORTMENT
STANDARD SORTS
Price List on Request—Established 1871
SCOTCH GROVE, IOWA

Broad Leaf Evergreens
RARE AND CHOICE CONIFERAE
AZALEAS (Evergreen and Deciduous.)
FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of Herbaceous Plants and Field Grown ROSES in America. Ask for our wholesale price lists.

Bobbink & Atkins
Rutherford, New Jersey

Canada Hemlock
Unusually bushy, recently transplanted heavy rooted stock. Northern grown—splendid values.
Quality Height Each 10 100
3 times trans. B&B, 3 to 4 ft. \$3.50 \$30.00 \$250.00
3 times trans. B&B, 2 to 3 ft. 2.50 20.00 175.00
3 times trans. B&B, 18 to 24 in. 2.00 15.00 125.00
Quality Height 10 100 1000
twice trans. 2 to 3 ft. \$12.00 \$110.00 \$1,000.00
twice trans. 18 to 24 in... 9.00 80.00 750.00
twice trans. 12 to 18 in... 7.50 70.00 650.00
Prices f. o. b. Framingham, Mass.
Packing charged at cost.
ADDRESS BOX N-2

Little Tree Farms
AMERICAN FORESTRY COMPANY
FRAMINGHAM CENTRE, MASSACHUSETTS

THIS SPACE

\$5.00 Per Month

Under Yearly Term
Including publication 1st and 15th.

TWICE A MONTH AT SINGLE RATE

**Chief Exponent
of the Nursery Trade**

NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE

and other Evergreens, Shade Trees, Shrubs, Ferns, and Perennials.

GEORGE D. AIKEN
PUTNEY, VERMONT

Franklin Forestry Co.

Nurseries at
COLRAIN and SUDBURY, MASS.
FOREST NURSERY STOCK
CONTRACT FOREST PLANTING
Send for our catalogue
89 State Street
BOSTON, MASS.

EVERGREENS
SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.
"WE GROW OUR OWN TREES."
CHESHIRE, CONNECTICUT

★ ROSES
Shrubs Cannas **†**
Lining-out Evergreens
Send for Trade-List

The CONARD-PYLE CO.
ROBERT PYLE, Pres. West Grove, Pa.

"More than 28 years' experience!"

Evergreen Transplants

100	1000
Balsam Fir, 4-8 in. x	\$8.00 \$50.00
Amer. Arbor Vitae, 4-8 in. x ...	5.00 40.00
Amer. Arbor Vitae, 8-12 in. x ..	7.00 60.00
Amer. Arbor Vitae, 12-18 in. x ..	15.00 140.00
Canada Hemlock, 4-8 in. x ...	8.00 70.00

These evergreens were transplanted spring of 1927 and have nice bushy tops and good roots.

L. E. WILLIAMS NURSERY CO.
Box 58, Exeter, N. H.

AMERICAN NURSERYMAN --- November 1, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy of current volume, 25c; of previous volumes, 25c.

RALPH T. OLcott
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

NOT—This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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The
Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

**CHERRY PEACH APPLE
CATALPA BUNGEI**

one and two year heads

SHADE TREES

and a general line of

**SHRUBS EVERGREENS
PERENNIALS ROSES ETC.**

**C. M. HOBBS & SONS
BRIDGEPORT, INDIANA**

Largest Nursery in Indiana

Onarga Nursery Co.

Largest Source of Supply in the Central West

	Per 1000
Catalpa Bungei 2 yr. heads	\$500.00
Simonds Poplar 10-12'	300.00
Cornus Siberica Alba 4-5'	150.00
Cornus Lutea 3-4'	140.00
Honeysuckle Bush 3-4'	140.00
Lilac Purple 2-3'	150.00
Spiraea Thunbergii 2-3'	120.00
Spiraea Van Houttei 2-3'	100.00
Spiraea Van Houttei 3-4'	150.00
Weigela Eva Rathke 18-24"	150.00
Weigela Eva Rathke 2-3'	200.00

Send us your want list. We can often quote a lower price on stock we have in heavy surplus. New Fall Wholesale list now ready.

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

**THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO**

**More Fall Profits
DON'T MISS THEM!**

Our Good Assortment of General Nursery Stock, and our Snappy Shipping Service make it possible for you to get just about what you want now.

FALL BULLETIN NO. 1 JUST OUT.
TELLS YOU WHAT WE CAN DO QUICK.

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

General Nurserymen

We do not Sell at Wholesale to Retail Buyers

New FELINS Tying Machine

*Bigger and Better Than Ever
TIES SMALL NURSERY STOCK,
PLANTS, CUT FLOWERS*

Better and much quicker than by hand

SAVE

TIME

—

It

Will

Pay

YOU

to

Have

One

One
Nursery
has
Thirteen
of
Our
Machines
—
SAVE
TWINE



Felins Tying Machine Co.
1194-96 Fourteenth St. MILWAUKEE, WIS.

**THIS SPACE
\$5.60 PER MONTH**

Under Yearly Term—including publication
Twice a Month for the Single Rate
CHIEF EXPONENT OF THE NURSERY TRADE

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVIII

ROCHESTER, N. Y., NOVEMBER 1, 1928

No. 9

President Flemer Enthuses Over Campaign

**Project Indorsed By All Who Have Investigated it—Definite Hook-up and Control by
Nursery Leaders—Implicit Confidence in Counsel**

I HAVE been more or less intimately connected with the Nurserymen's market development ideas for a long time. I have felt, as have a great many others, that something like our national advertising campaign is necessary.

When I went to our Denver convention last June, where the national campaign was to be decided upon, I was fearful that the Nurserymen assembled there in their annual national meeting would not see the possibilities and the big market that lay before them.

The results of that convention were very gratifying. They went way beyond my fondest hope, and I am glad to say that everybody has gotten right behind the movement. It has the indorsement of everyone who has gone into it and given it any thought and knows anything about it.

I might tell you how the Nurserymen have a definite hook up and a control, you might say, over this national advertising campaign. Formerly we had the old American Association of Nurserymen market development committee of some seven members. This has been changed to a larger committee of between 40 and 50 members, taken from all sections of the country, so that all groups and types of Nurseries could be represented. This group has elected its board of directors of seven men. The board of directors has the control of the advertising budget as to just which type of publicity shall receive its allotment, just how much goes in paid space, how much into lawn and garden contests, and so forth.

To speed the advertising and in order to get quick results on small problems it was found necessary to have a smaller committee to be known as the advertising committee. This committee has been formed of three men elected from the board of directors.

We Nurserymen have all the way through a definite hook-up on the campaign, and I don't think anyone need have the slightest apprehension about getting behind the movement. It is thoroughly controlled. It is in charge of men who have your interests at heart; they will give the South, the North, the East and the West just as much consideration as possible.

I might also add that we have explicit confidence in the L. W. Ramsey Company, our advertising counsel. We feel that; working as they are with the Nurserymen on the committees, we are going to make a real success of our campaign.

And, I want to tell you the campaign is

going over. It is going over big and the Nursery industry in the future is going to be a much better and different industry from what it is today."

Cooperative Advertising Developing By Leaps

REPORTS in the advertising trade journals indicate that cooperative advertising is Twelve new cooperative campaigns, similar to the one planned for the Nursery-still developing by leaps and bounds.

men, have been arranged within the last few months, the journals report.

Other campaigns, planned earlier in the year, are to start soon in the national magazines. The announcement of further new campaigns is expected before the close of the year.

The 12 new campaigns, announced within the last few months, are to be made by:

The National Retail Furniture Association, Portable Typewriter Manufacturers, U. S. Aviation Underwriters, Engraved Stationery Manufacturers, California Deciduous Fruit Association, Merchant Tailors of America, National Board of Fire Underwriters, Lehigh Valley Lumber Dealers Association, California Vineyardists' Association, Steel and Copper Plate Engravers, and New Orleans Insurance Exchange.

Realizing the wisdom of cooperative advertising from the results secured by the 72 industries which have already launched campaigns and tested their results, more groups are planning campaigns each year, the journals say.

"The cooperative advertising idea is old," comments one journal, "but its development is along distinctly new lines. It has been discussed by more trade associations in the last six months than ever before, and more have adopted it in that period than were brought to its use in all the year before."

It is expected that by the fall of 1929 at least \$35,000,000 will have been spent in cooperative trade advertising of the nature of the Nurserymen's campaign.

"There is a growing consciousness in business and industry," the journal says, "of the fact that there is only a relatively fixed total of money to be expended by all consumers and that if any one industry succeeds in getting an increased proportion of this total, others must receive less."

Cooperative advertising campaigns now appearing in the national magazines are being successfully conducted by the following groups:

Aluminum Wares Association, American Bottlers of Carbonated Beverages, American Face Brick Association, American Gas Association, American Institute of Steel Construction, Inc., American Walnut Manufacturer's Association, Arkansas Soft Pine Bureau, Associated Knit Underwear Manufacturers of America.

Associated Metal Lath Manufacturers, Associated Salmon Packers, American Cranberry Exchange, Associated Tile Manufacturers, Association of American Soap and Glycerine Producers, Association of Hawaiian Pineapple Canners, California Redwood Association, Canners League of America, Cast Iron Pipe Research Association, Common Brick Manufacturers Association.

Copper and Brass Research Association, Evaporated Milk Association, Glass Container Association, Greeting Card Association, Hardwood Manufacturers Institute, Hollow Building Tile Association, Independent Oil Men of America, India Tea Bureau, Irish and Scottish Linen Damask Guild, Japanese Tea Promotion Committee.

Laundryowners National Association, Louisiana Red Cypress Bureau, Malleable Iron Research Institute, National Association of Ice Industries, National Association of Marble Dealers, National Confectioners' Association, National Electric Light Association, National Jewelers Publicity Association, National Kraut Packers Association.

California Fruit Growers Exchange, California Prune and Apricot Growers Association, California Walnut Growers Association, Florida Citrus Exchange, Skookum Packers Association, Sun-Maid Raisin Growers of California, National Lumber Manufacturers Association of Chicago, National Paving Brick Manufacturers Association, National Piano Manufacturers Association, National Retail Furniture Association, National Retail Lumber Dealers Association.

National Warm Air Heating and Ventilating Association, Northern Hemlock and Hardwood Manufacturers Association, Northern White Cedar Association, Norwegian Canners Association, Oak Flooring Bureau, Oil Heating Institute, Pennsylvania Grade Crude Oil Association.

Photographers Association of America, Plumbing and Heating Industries Bureau, Portland Cement Association, Rayon Institute, Research Council of the Ice Cream Industry, Save the Surface campaign, Screen Manufacturers Association of America, Sheet Steel Trade Extension Committee, Society of American Florists and Ornamental Horticulturists, Society for Electrical Development.

Southern Cypress Manufacturers Association, Southern Pine Association, Sterling Silversmiths Guild of America, Wallpaper Manufacturers' Association, West Coast Lumber Trade Extension Bureau, Western Pine Manufacturers Association.

Special Seasonal Nursery Trade Reports

Indirections Point to Return to Normal Results in Near Future—With Big Well-Organized Advertising Campaign in Progress Optimism Prevails

EVER-INCREASING SALES CREDITED TO THE ORNAMENTALS

Large Surplus in Some Classes

Ottawa, Kan., Oct. 16—Early sales have been better than usual, showing a feeling of optimism among the dealers and landscape men. An ever-increasing percentage of sales has to be credited to the ornamental department. Fruits are not keeping up, with a few exceptions such as Montmorency cherry which we predict will be all sold out long before the season is over.

There does not seem to be any marked shortage in most lines, but there is plenty of evidence that there is a large surplus of some classes of stock. It is a curious fact that some items, apparently in surplus, are really hard to locate when one actually wants to buy.

The Middle West has been experiencing a long, severe drought which has happily been broken by several good rains during the past week. The dry weather has ripened stock up in fine shape so now with a little frost it will be in prime condition to go into storage.

With the big, well-organized advertising campaign in progress, the feeling of optimism that seems to pervade the business, and the fuller realization of the possibilities of the Nursery business all working together, we have great faith in the future.

A. WILLIS & CO.
J. J. Pinney.

Growing Season Satisfactory

Huntsville, Ala., Oct. 15—Up until this date we have had a decided increase in retail orders. Have also had an increase in the small wholesale orders, although there is a shrinkage in the larger wholesale orders which may be traceable to the hand-to-mouth buying which seems to be the rule of the day.

Our growing season was entirely satisfactory and all stock is well matured. Shipping is on in full blast and most all items are grading out satisfactorily.

It is a little early yet to attempt to anticipate any surpluses or shortages, but we would say that there will be a shortage of shrubs and strictly first class roses long before the season is over.

THE HUNTSVILLE WHOL. NURS., INC.
John Fraser, Jr.

More Than Usual Sold for Spring

Bridgeport, Ind., Oct. 15—We are having regular Indian summer weather which is not the most satisfactory for the handling of Nursery stock. Therefore, we are not pushing things until we get cooler weather and some rain.

Think we will have a good fall business as usual. We have considerable more stock sold for spring than we have had sold for several years at this time. The better class of Nursery stock is in good demand at good prices. On some of the items that are more plentiful and easily grown prices have slumped to some extent.

We are having a big demand for shade and cherry trees. We have made it a busi-

ness in the last few years to transplant about 10,000 shade trees every fall at this time, giving them extra space to grow into specimen trees. The most of these consist of elms and Norway maple. We are just finishing up transplanting for this fall.

C. M. HOBBES & SONS

Plenty of Business for All

McMinnville, Tenn., Oct. 17—We are now fast approaching another digging and shipping season for Nursery stock, after a summer of very good growing weather. Crops are being harvested, corn and hay are being put into the barns, and the tree digger is being sharpened up. Everybody is getting ready to move some of the finest Nursery stock we have ever grown.

A six weeks revival meeting has just closed in our city. Everybody has been attending, from the digging and packing crew to the officials. Everybody is in high spirits, happy and reflecting on the past, and looking forward with much enthusiasm to a joyous and prosperous future, which prompted us to get out the little song book, "Is Everybody Happy."

Glad to report that we are receiving a fair share of the orders. Feel like this is going to be a good season, and that there is plenty of business for all, if they will go after it in an honest and upright way, and deliver a quality of stock that will meet the requirements of their customers. We are thankful that our business is as good as it is, and hope as the season progresses, that there will be an increase in demand for our products.

FOREST NURSERY CO., INC.
F. C. Boyd

Lovett Says: "Let's Go"

Little Silver, N. J., Oct. 16—It gives us pleasure to be able to advise in a thoroughly sincere way that in spite of the fact that we occasionally receive a pessimistic report from someone in the trade, our business, for some unknown reason, has never in the writer's recollection been better in the fall of the year than it is right now.

I do think that a good many Nurserymen were a trifle nervous approximately two months ago, when there appeared to be just a possibility of Al Smith's election: but now that it is being generally recognized that Smith won't even put up as much of a battle as did the Cardinals recently when being trimmed by the Yankees, there seems to be a general feeling of optimism throughout the trade.

And why shouldn't there be? Let's go.

LOVETT'S NURSERY
L. C. Lovett

At West Grove, Pa.

West Grove, Pa., Oct. 15—Last year for us was far in advance of the year previous. This year shows an improvement but not as great an increase as last year.

THE CONARD-PYLE COMPANY
Robert Pyle, President

Outlook Is Favorable

Painesville, O., Oct. 18—We are very well satisfied with fall business up to date. Our records show there has been some increase in sales, over the same time last year.

We have had an exceptionally fine growing season at Painesville, and The Storrs & Harrison Co. have a very well balanced list to offer. On account of recent rains we have had, we are in position to dig stock well, and especially the stock which we offer balled and burlaped. Labor is plentiful and we are in position to give immediate service.

The outlook around the Cleveland area seems to show some improvement, and the outlook is favorable. Our shipping department is running full force now and keeping up with the orders in good shape. After a few more good hard frosts, we will probably begin to stock our cellars for winter storage.

THE STORRS & HARRISON CO.
H. S. Chard, Secretary.

General Shortage of Money

Westminster, Md., Oct. 15—It is a trifle early to give an estimate as we have very few orders placed now for spring delivery 1929. Our fall business is just fair. We have not received a great number of wholesale orders to date. Mail orders have been fairly numerous but small. Retail orders have been fair with a small percentage of orders taken earlier in the season from parties who are requesting countermands. A general shortage of money seems to be the cause, but I presume our business as a whole will average up with other firms. There is a surplus in assorted shrubbery and in some grades and varieties of evergreens, Barberry thunbergii in grades, California privet, in grades, 2 yr. Washington varieties of Asparagus. However, we have every reason to believe the surplus above mentioned from our stock will be placed before the end of the season, spring 1929.

J. E. STONER

Drought in Middle West

York, Neb., Oct. 15—Business so far this season has not held up with last year, due to the extremely dry weather we have had in our territory. With the good rain we received last week, however, we look for business to show a decided increase from now on. Apparently there will be a surplus in some fruit trees as it seems the bulk of our business is running to ornamentals.

HARRISON NURSERY CO.
A. Williamson, Sec'y-Treas.

Business Compares Favorably

Madison, Wis., Oct. 18—Business in our section compares favorably with a year ago. Shrubs, shade trees and evergreens are in good demand. Fruit trees of all kinds are moving rather slowly. Stock is ripening up earlier than usual and we started this week to dig for winter storage.

MCKAY NURSERY COMPANY
W. G. McKay, President

Slower Business Shows Need of Campaign

**Says President Flemer of the National Association—He Urges Whole-Hearted Pushing of the Project to Early Operation—The Big Problem
THE SLOGAN: “CONCENTRATE ON SALES AND NOT PRODUCTION”**

Princeton, N. J., Oct. 16—Fall business with us is up to last year, although it has taken a great deal of work to bring it there and we have a better line of stock to offer this year than ever before.

Spring business looks better than fall and all indications are that any slackening off in fall business will be made up next spring. This means that unless Nurserymen have foresight enough to order and stock their usual material for spring business that they will be disappointed in not having the material on hand for spring orders and delays will result that may be the means of losing good business, so I suggest that Nurseries consider this angle very seriously; and that in making plans for spring business, they should not judge entirely by what sales have been this fall. Presidential election is also here this year, which always seems to have a tendency to slow down business generally and that naturally would affect our business as well as other lines.

Reports on the progress of raising funds for the Market Development Campaign are encouraging and I cannot urge the industry too strongly to get behind the movement whole heartedly and assure success for this very necessary program. I have no doubt that the poor business this fall reported by many firms could have been materially changed had we been carrying on a campaign such as is proposed for the near future. I think the big problem of the industry today is to concentrate on sales and not production, which is what has been over encouraged in the past.”

PRINCETON NURSERIES
Wm. Flemer, Jr.

Conditions None Too Promising

Toppenish, Wash., Oct. 17—Conditions in the fruit districts of the northwest are none too promising; and, while there is apparently not as much fruit tree stock available as a year ago, at the same time it appears that there will be plenty to go around and possibly a surplus in some items.

There is an increasing interest in home beautifying, though stock for that purpose can easily be overdone except for the slower-growing more desirable varieties.

Retail sales are slightly behind that of a year ago and wholesale sales are about equal to a year ago. Our Mr. F. A. Wiggins who is in the eastern states on a selling trip will return about the middle of November. He reports a very keen interest in the Chinese elm.

Fruit tree seedling sales are not as good as they should be, considering the coming embargo, and it seems to us that the American users should help the producers build up a source by using American-grown stock exclusively from now on.

We have had ideal fall weather and stock is maturing in fine shape. Business is good and we have no complaint to make.

WASHINGTON NURSERY CO
B. R. Sturm

Return to Normal Indicated

Oneida, Fla., Oct. 20—Every indication would seem to point to a return to a moderately normal season this year. Local people are getting over their difficulties following the collapse of the real estate boom and are taking more and more interest in beautifying their home grounds as also civic and semi-public buildings, state highways, etc., and there is an increasing flow of travel to this state, of well-to-do northern people who are establishing some regular winter residences here, who of course want them beautified with tropical ornamentals; so all in all, we believe we are going to do a very good season's business this coming year.

The recent storm disaster of the Palm Beach section, of course, caused consider-

able damage to the Nurseries there; but has made more or less demand for Nursery stock in putting these homes back in condition for the winter season, from which we have profited quite noticeably, ourselves, as also other Nurseries, we imagine, outside the stricken area.

REASONER BROTHERS
N. A. Reasoner

Overproduction Hurts

Manchester, Conn., Oct. 14—if there wasn't an overproduction in all kinds of Nursery stock there would be a mighty fine business, but like all other merchandise when there is too much of it it makes it harder to get business. But we are hoping for better times and less production because it is very hard to get along on this market.

C. R. BURR & CO., INC.

Trade Is Fair

Siloam Springs, Ark., Oct. 20—Inquiry as to trade conditions in this neck of the Ozark fruit country indicate that trade is fair, with prospects of a better development shortly. Old orchards are being freshened and gaps replaced. The demand for ornamentals is good. Calls for grapes are slow and few, as the market slumped so badly this year. It is believed the prospects for 1929 are even brighter.

SWENSON NURSERY CO.

Mail Orders Slow

Atlanta, Ga., Oct. 17—Catalogues have been mailed but mail orders are rather slow. However, we have had five or six weeks drought and as it is unusually warm, so far conditions have not been favorable for Nursery sales. Prospects for business in Atlanta seem to be good. We anticipate better demand for ornamentals this season, especially in the city. Stocks, particularly the flowering shrubs and evergreens are especially good and we expect trade to open well in November.

H. G. HASTINGS CO.
R. G. Lyon

Richmond, Va., Oct. 17—Our sales through salesmen have been 15% less than they were for 1927. There has been no let-up on home planting and think that the prospects are good for home orders—which have to be planted for our customers. This keeps us very busy. I think that our business will increase in that line for the next five years.

The orchardists have not been doing much planting and our business is more in ornamentals of which we have a very large stock of exceptionally fine plants. We had a very good crop of apples in our mountain orchard and should get more than expenses.

W. T. HOOD

Small Fruits Going Fast; Shortage

New Carlisle, O., Oct. 25—Our fall trade has been normal in all departments. September and early October were extremely dry, but demand for evergreens started quite early and has continued steadily. Deciduous shrubs have been moving possibly weaker than we would like, although we are certain that all our larger stock will be moved before the spring season is over.

Our specialty is small fruit plants and these are selling fast. There will undoubtedly be quite a shortage in black raspberries, all grades; and we do not believe there is any surplus of other berry plants. All of this stock is digging out in good condition and good grade due to heavy rain in early spring and followed by dry fall and several good early fall frosts which have ripened the wood. Plants are practically dormant at this date, Oct. 25.

It is early to forecast for spring, but we have no reason to believe that we cannot expect at least a good normal business.

W. N. SCARFF & SONS
H. N. Scarff

Outlook Very Encouraging

Onarga, Ill., Oct. 15—The fall season is starting off well; have had three good frosts. Stock is ripening up fast and is in better condition to dig at this time than it was a year ago. We find that shrubs are grading out much better than we anticipated. Even for a presidential year the outlook is very encouraging.

ONARGA NURSERY COMPANY
A. J. Cultra

Louisiana Prospects Bright

Avery Island, La., Oct. 16—The past selling season for plants was entirely satisfactory, and we are now looking forward to a very heavy fall and winter shipping season. Our shipping season begins November 1, and we have more than fifty carloads of plants already placed. We sell only in carload quantities.

JUNGLE GARDENS, INC.
E. A. McIlhenny

Fall Planting of Roses Preferred—A vote was taken upon the comparative value of the fall planting of roses as compared with spring, and of those who voted just twice as many seemed to favor fall planting as favored spring planting, though one Nurseryman indicated that he favored both.—American Rose Society Incident.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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One Year, in advance	\$2.50
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Single Copies	.20

ADVERTISING RATE, Per Inch \$2.50
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., NOVEMBER 1, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

THE CAMPAIGN MUST GO OVER!

We have been watching the progress of the national advertising campaign with considerable interest and are, indeed, gratified to learn from the campaign headquarters that the undertaking is meeting with success everywhere.

We have studied the plan of the campaign, noted the great opportunities it offers the Nursery industry, and observed the manner in which its first work has been carried out. We are convinced that the campaign should go over.

As a matter of fact, it just occurred to us that unless the campaign does go over, the Nursery industry will be in a dangerous position. It will not have another opportunity for a long time to go out after a bigger market—a market which it really needs and deserves.

If this well-planned campaign cannot arouse the industry into united action, the possibilities of the Nursery industry arousing itself in the near future will seem hopeless.

Advertising counsels, necessary for the successful organization of large campaigns, will not be willing to waste time and money on the industry. They will go to other industries where they are more certain of being appreciated.

Our own leaders, men who have already dedicated long periods of their time in planning this campaign so it will help the entire industry, will not soon again be willing to make unappreciated sacrifices. Future leaders will rightfully believe that further attempts would be discouraged.

There is no doubt about it. This campaign has to go over. It is not only an excellently planned campaign that deserves the support of every Nurseryman, but it is a campaign which is going to test the progressiveness of the industry in the future.

If the campaign goes over, the future of the industry and every Nursery looks bright. If it does not the future of the industry looks dark. If the campaign fails, the Nursery industry will remain as it is. Other industries will go forward furnishing still greater competition in the future.

We all have to get behind this campaign and put it over. It is, indeed, gratifying to hear early reports that this is what Nurserymen are doing.

IMPROVEMENTS WITHIN?

While the Nurserymen's national advertising campaign is working externally to provide greater profits for the industry, we are inclined to believe that it will also work internally to improve conditions within the industry. Extensive advertising campaigns, particularly cooperative campaigns, have a habit of doing this.

The campaign should remove the petty jealousies now existing between Nurserymen. It should unite them to work cooperatively to create a larger demand for Nursery products. It should end continual squabbles between individual Nurseries for the same business and set their attentions to win new business. If the campaign accomplishes these things it will have been worth while.

If the campaign is a success it should bring Nurserymen closer together for their mutual benefit and thus bring about better credit arrangements, stabilize prices and furnish a cleaner cut classification of the various units of the industry.

If the campaign does these things it is going to make every Nurseryman a better business man.

The industry will prosper when this is done.

Formal Borders; Not Hedges

"Another idea: You've been selling hedges—seedling stock, a cheap product. But suppose in the public mind the only thing should be the formal border. Notice the change. Borders will be laid out in a great variety of shrubs or ornamental evergreens, perennials, etc. Styles must change, so out goes the old periodically and in comes the new border; and demand for new things periodically in Nursery stock has been created in place of the cheap hedge."—E. C. Hilborn, Chairman Distribution Committee, A. A. N.

Every Back Yard a Private Park

"Backyards is another subject. These have been miserably planted. 'Every back yard a private park'. Automobile time leaves no time for vegetable gardening; besides we can all buy vegetables cheaper and better than we can grow them."—Chairman E. C. Hilborn, Distribution Committee, A. A. N.

Jackson & Perkins Company Heartily Pleased

By the Success of the Campaign—Sorry Work Was Not Started Years Ago

Learning of the early success of the drive for funds, Paul Fortmiller of the Jackson & Perkins Company, has written:

"I am extremely delighted to hear of the very satisfactory results obtained so far in the campaign for funds for the Nurserymen's national advertising program. With only a small percentage of the Nurserymen solicited to date, it seems to me that the response assures us of success.

"I am only sorry that we did not start a campaign years ago. Every one of our organization is heartily pleased that at last we are getting away on something real. We have talked it among ourselves for several years.

"The record of the results obtained in other trades through cooperative advertising shows conclusively that such programs pay and pay high. Personally, I feel the action taken at the Denver convention shows real progress and is the greatest forward step evidenced in the Nursery business since I have known anything about it. I am pleased with the entire plan and its proposed operation. I feel that all the various branches of the Nursery business cannot help but benefit. It is in tune with the times and in step with advances in merchandising methods evidenced in all lines of industry in our country."

Nursery Campaign at Quarter Million Mark

Scattered Western and Southern Nurserymen Subscribe \$250,000 During First Five Weeks of Drive For Funds—Great Enthusiasm Greeting Campaign Everywhere

THIS AMOUNT IN SHORT TIME PREDICTS CAMPAIGN SUCCESS

TWO hundred and fifty thousand dollars were subscribed to the Nurserymen's National Advertising Campaign in the first five weeks of the drive for funds.

The good news is contained in a statement just released by the campaign headquarters.

So large a collection in such a short time gives every indication that the campaign is going to be a huge success. The \$250,000 is made up of actual signed pledges recorded at the campaign headquarters at the time this is being written.

That the amount is especially gratifying is indicated by the fact that it includes only subscriptions received from the relatively few Nurserymen scattered through the South and West who could be called upon in the five weeks' time. Many subscriptions are yet to be solicited from hundreds of Nurserymen in those two sections who could not be called upon in so short a time. Many subscriptions are also yet to be solicited from the great number of Nurseries in states east of Illinois where solicitation has just begun.

In only one state, Illinois, has a complete drive for pledges been made. Practically every Nurseryman in that state was called upon as a test and the state quota was exceeded 22 per cent by thousands of dollars. Big and small Nurseries, all types of Nurseries, in Illinois have gotten behind the campaign.

Enthusiasm and cooperation by the Nurserymen solicited to date made possible the large collection in the short time, authorities at the campaign headquarters say. If Nurserymen yet to be called upon show the same progressive spirit the fund raising drive should be completed quickly and the nation-wide advertising should get underway early.

Leaders of the industry, interested in the progress of the campaign, are urging the Nurserymen yet to be called upon to put forth their best efforts to help speed the work.

Nurseries which had subscribed to the campaign at the time the *American Nurseryman* went to press were:

SUBSCRIPTIONS FROM SOUTH AND WEST

Note: Only a few Nurserymen in these sections have been called upon. The remainder will be seen shortly. Names in the East, which appear on this list, are members of the Executive Board and the Board of Directors of the Market Development and Publicity Committee.

Hillenmeyer Nurseries, Lexington, Ky.
Chase Nursery Co., Huntsville, Ala.
Harian Farms Nurs., Flora, Ala.
Mosty Bros., Center Point, Tex.
Forest Nursery Co., McMinnville, Tenn.
Cartwright Nurseries, Collerville, Tenn.
Creatwood Farms Nurs., Marietta, Ga.
Monroe Ldsc. Nurs., Atlanta, Ga.
Ashford Park Nurs., Atlanta, Ga.
Glen St. Mary Nurs., Jacksonville, Fla.
Howard Hickory Co., Hickory, N. C.
Williams & Harvey, Tulsa, Okla.
The Kelsey Nurseries, St. Joseph, Mo.
Kansas City Nurs., Kansas City, Mo.
Wm. H. Mast, Davenport, Iowa.
Shenandoah Nurseries, Shenandoah, Iowa.

Control of Corn Borer—The habits, activities, and work of the corn-borer indicate that it will become, if widely spread, the most serious pest of corn in the country, according to the entomology department of the New York state college of agriculture. Accordingly, it will be one of the subjects to receive attention at the winter short courses beginning November 15 at the college this year.

To Relieve California Nurserymen—Those attending the recent annual convention of the California Association of Nurserymen

Rose Hill Nursery, Panora, Iowa
Heard Lands. Nurs., Des Moines, Iowa
J. C. Welch Nurs., Shenandoah, Iowa
Sherman Nurs. Co., Charles City, Iowa
Leavenworth Nurs., Leavenworth, Kans.
Kansas Everg'n Nurs., Manhattan, Kansas
H. Emlong & Sons, Stevensville, Mich.
Cutler & Downing, Benton Harbor, Mich.
O.A.D. Baldwin Nurs., Bridgeman, Mich.
Freyling & Mendels, Grand Rapids, Mich.
North Star Nurs. Co., Milwaukee, Wis.
Hawks Nursery Co., Wauwatosa, Wis.
Holm & Olson, St. Paul, Minn.
Wedge Nurs. Inc., Albert Lea, Minn.
Rose Hill Nurs., Minneapolis, Minn.
Pfeiffer Nurs., Winona, Minn.

believe that because of the fact that quarantine plans were stressed to the utmost and the desires of the members plainly shown to county and state authorities in attendance, the authorities will more than ever continue their efforts to assist in passing measures that will make it easier for Nurserymen in California to conduct their business.

Thomas Rogers & Sons, Winfield, Kan., report that sales of general stock are running somewhat ahead of those up to same date last year.

Fraser Nurseries, Birmingham, Ala.
T. Kiyono, Mobile, Ala.
Overlook Nurseries, Mobile, Ala.
Lang Floral & Nurs. Co., Dallas, Texas
Commercial Nursery, Decherd, Tenn.
Miss E. B. Drake Nurs., Winchester, Tenn.
J. B. Wight, Cairo, Ga.
Bolen Nursery Co., Lucedale, Miss.
Royal Palm Nurs., Bradenton, Fla.
Kenyon-Rey, Oklahoma City, Okla.
Noble Nurs., Noble, Okla.
Williams & Harvey, Kansas City, Mo.
Westover Nursery Co., St. Louis, Mo.
Cedar Rapids Nurs. Co., Cedar Rapids, Iowa
Am. Landscape School, Des Moines, Iowa
Huntsville Whol. Nurs., Huntsville, Ala.
Dodd & Welch, Mobile, Ala.
Baker Bros. Co., Fort Worth, Tex.
Ramsey's Austin Nurs., Austin, Tex.
Cumberland Val. Nurs., McMinnville, Tenn.
Sirron Nurseries, Inc., Atlanta, Ga.
Davenport Orn. Nurs., Macon, Ga.
H. G. Hastings Co., Atlanta, Ga.
Corley Island Nurs., Leesburg, Fla.
Monticello Nurs., Monticello, Fla.
Rose Garden Nurs., Bethany, Okla.
Sneed Nurs. Co., Muskogee, Okla.
Chandler Ldsc. Co., Kansas City, Mo.
Neosho Nurs. Co., Neosho, Mo.
Dubuque Nursery, Dubuque, Iowa
Mount Arbor Nurs., Shenandoah, Iowa
Des Moines Nurs. Co., Des Moines, Iowa
Rosenfeld Nurseries, Des Moines, Iowa

ILLINOIS

Where Complete Drive For Funds Has Been Made

Augustine & Co., Inc., Normal, Ill.
Vaughan's Seed Store, Chicago, Ill.
F. D. Clavey Ravinia Ns., Deerfield, Ill.
Highland Park Nursery, Sterling, Ill.
Onarga Nursery Co., Onarga, Ill.
H. C. Burridge & Sons, Libertyville, Ill.
Golf Nursery, Glenview, Ill.
Wise Nurseries, Freeport, Ill.
Illinois Nurs., Henry, Illinois
Charles Flore Nurs., Highwood, Ill.
Rosamond Nurs., Pana, Ill.
L. F. Dintelman, Belleville, Ill.
W. W. Thomas, Anna, Ill.

Nanerville Nurs., Nanerville, Ill.
Swain Nelson & Sons Co., D. Hill Nursery Co., Glenview, Ill.
Arthur Bryant & Son, Princeton, Ill.
Cort Belt Nurserv., Bloomington, Ill.
Iroquois Nursery Co., Onarga, Ill.
Simonsens Nursery, Glenview, Ill.
North Shore Nurs., Libertyville, Ill.
Freeman Nurs., Evanston, Ill.
Alfred Carlstrom & Son, Morgan Park, Ill.
Lesley Bros., Libertyville, Ill.
Davis Farm Nursery, Anna, Ill.
B. F. Coniglisky, Peoria, Ill.
Arthur Rueach Nurs., Belleville, Ill.

Pfund Nurserv. Co., Elmhurst, Ill.
D. Hill Nursery Co., Dundee, Ill.
Forest Oak Nurs., Quincy, Ill.
Custer Bros., Normal, Ill.
Kankakee Nurs. Co., Kankakee, Ill.
Harry Kadlec, Evanston, Ill.
Rockford Nurseries, Rockford, Ill.
Alpha Nurs., Alpha, Ill.
Harvey's Nurs., Oak Park, Ill.
Leonards Nurs., Springfield, Ill.
Geo. Gobener, Vienna Nurseries, Vienna, Ill.
Honendale Nurs., Honendale, Ill.
Franken Bros. Inc., Deerfield, Ill.

Collateral Nursery Publicity—One of the purposes of The World's Better Lawns and Gardens Contest was to stimulate interest in home and community gardening, says the New York World. Reaction to the competition indicates that this purpose has been accomplished. Responses to announcements of the contest sent to home owners in the metropolitan district by The World last March came immediately from thousands desiring to enter. And enthusiasm ran high during the growing seasons. Many have found that planting a garden is almost as delightful a hobby as golf.

One of Progressive Industries of the Nation

Nursery Trade Making Active Bid for Great National Market—Campaign Will Unite Nurserymen To Present Solid Front to Public Next Spring

TIMELY MEANS TO OFFSET SMOOTHERING IN OVER-PRODUCTION

WITH the launching of plans for a national advertising campaign, the Nursery industry has become one of the progressive industries of the nation. Like the others, it is now making an active bid for its share of the great national market.

The campaign will unite thousands of Nurserymen all over the country so by next spring they may present a single front to the huge buying public. Separated, they could do little against the inertia of the national market, but together they are going to exert a powerful influence in creating a greater desire for better home surroundings.

That this desire can be greatly stimulated has already been proven by the many wide-awake industries which have been employing cooperative advertising to date. Such advertising is no experiment. It needs only a well-planned program, proper direction and funds to put it over. The experience of the other industries justifies this statement.

The other industries have found that the money used in cooperative advertising was not spent, but invested in future sales. As a result of their investments, they have profited greatly.

As compared with the strides made by other industries, there has been an alarmingly small increase in Nursery sales during the last five years. It is "alarmingly small" because to the Nurseryman who thinks, this small increase is a cause for the deepest concern, and it offers a warning which must not be disregarded.

The Nurseryman's approaching campaign is well timed, since the industry at this time is facing a period of over-production. While the sales volume has been increased only 3.2% a year over the last five-year period, the same condition does not hold true in regard to production. There is a vastly greater quantity of Nursery products being produced today than there was ten years ago.

From reports secured from the official entomologists of the various states, it is estimated that today there are, conservatively, 104% more acres devoted to the growing of Nursery stock than there were in 1919. There is no need to point out the ultimate result of a condition where production is increasing more than six times faster than sales. Unless the industry is to be smothered under the weight of its own production, new and greater outlets must be found, and the present outlets intensively developed.

To date, other businesses have taken advantage of the dormant sales efforts of the Nursery industry, and have made aggressive drives for its business. An annual volume of Nursery sales, the total of which is surprising, is now being done by department stores and national merchandise mail order concerns. They have gone after it more and more strongly each year, because it has paid them. With the campaign, the Nurserymen are going to do the same thing.

What Nurserymen Will Get in Advertising Campaign

Advertising Expert Says No Other Campaign He Knows of Supplies So Many Worthwhile Helps

An advertising expert who recently examined the plans made for the Nurserymen's National Advertising Campaign says that no other campaign that he knows of supplies so many worthwhile helps to subscribers.

"The complete merchandising helps offered in the Nurserymen's campaign are unusual. The campaign should be a whale of a success," he predicted.

Here are the things which subscribing Nurserymen will get from the campaign:

1. **Magazine Advertising** in leading publications which will reach 50,000,000 readers every month in every city and hamlet in the country.
2. **Advertising Mat Service**, advertising already prepared for individual use, to tie-up the subscriber's Nursery with the national advertising for the greatest profit.
3. **Selling Helps** which will enable every subscriber to get the maximum results from the advertising. This will include ideas and advice to be provided, free of charge, by C. E. Cary, director of the new Education Division of the American Association of Nurserymen.
4. **National Yard and Garden Contests** in localities all over the country to increase interest in gardening and boost Nursery sales.
5. **Publicity Service** which will include the placing of articles of the improvement of home grounds in national magazines and newspapers all over the country.
6. **Radio Talks** on the improvement of home grounds which will urge listeners to plant Nursery stock.
7. **Prepared Speeches** for the full use of subscribers to arouse greater local interest in planting. These speeches may be given before garden clubs, civic organizations, women's clubs, school organizations, etc. When desired, lantern slides to illustrate the speeches will be provided.
8. **Employee Bulletins** which will improve the selling methods of employees and increase their enthusiasm to get squarely behind the program to increase business.
9. **Campaign Insignia** to identify subscribers with the campaign. This insignia will be provided for use on letterheads, bills in catalogs, in individual advertisements and on signs.
10. **Educational Booklets** on how to plant, how to plan home grounds and the advantages of planting. These will be provided to subscribers for distribution to individual prospective customers.

Trees At Cost To Farmers

A despatch from Stillwell, Okla., states that between thirty and forty thousand seedling trees which have been grown by the State Forestry Commission on the Nursery at the Oklahoma A. and M. college are ready for distribution this winter, according to J. W. Gosnell, who has charge of the work. The trees, mostly Chinese elm, black walnut, Scotch pine, and Western yellow pine will be sold to farmers at cost for windbreak and wood lot plantings only, he states. This is a part of the plans of the forestry commission to promote the planting of forest trees in Oklahoma.

The Nursery which was established a year

ago last spring, now contains about 250,000 Nursery trees. This number is to be doubled during the next year. Experimental plantings were made in five sections of the state last spring to determine the kinds of trees best suited to the various conditions and to test the planting methods. More of these experimental plantings will be made next year, Gosnell plans.

Incorporations: Daybreak Nurseries, Westport, Conn., \$10,000; Alden H. Vose and C. Baldwin, of Westport and John and Evan Harding of Norwalk. Westmoreland Nurseries Co., Greensburg, Pa., \$10,000, J. E. Mitinger.

Quarantine on Scotch Pine

A quarantine prohibiting the interstate movement of Scotch pine and certain other hard pines, from nine counties of northern New York State, on account of the Woodgate rust, was announced today by the Secretary of Agriculture. The regulations became effective November 1.

The regulated area from which the shipment of susceptible pines is prohibited, includes Clinton, Essex, Franklin, Hamilton, Herkimer, Jefferson, Lewis, Oneida and St. Lawrence Counties of New York State. Two heavily infected sections are known, one just southwest of the Adirondack Mountains and the other in the extreme northwestern corner of the state. The disease is less generally distributed in other parts of the regulated area.

All hard pines appear to show a certain amount of susceptibility to Woodgate rust infection, but several important species (including red and pitch pines) have not yet been proved able to support the fungus long enough to harbor and disseminate the disease, and are therefore omitted from the list of restricted species at this time.

None of the pines now prohibited movement, namely, Scotch, Canary Island, Slash, Japanese red, Corsican, Stone, Western Yellow, Monterey, Loblolly and Jersey pines, are native of this region but several of them have been widely introduced.

Scotch pine, the species attacked with particular virulence, is a tree of great value to the Northeastern States where it has proved successful when planted in blowing sand. The danger from Woodgate rust, however, lies less in the menace to that species than in the danger of its spreading to other regions and proving highly injurious to the extensive hard pine stands of the Southern and Western States.

The disease causes galls or swellings on the trunks and limbs of the trees attacked. The parts of the tree above the galls then die, or "brooms" are produced which destroy the value of the pine for lumber. This rust is especially difficult to control as it spreads direct from tree to tree without the intervention of an alternate host.

Harry N. Kyle

Harry N. Kyle, Nurseryman, Tippecanoe City, O., died recently, aged 58. He had lived in Miami County 30 years and was a partner in the Springhill Nursery Co.

**CONNECTICUT
VALLEY
L. O. S.**

SPECIALIZING IN

Clematis Paniculata
2 Year

Ampelopsis Veitchii
1 & 2 Yrs.

Barberry Thunbergi
1 & 2 Yrs.

Rosa Multiflora Japonica
Etc. Etc. Etc.

NORWAY SPRUCE
4 Yr. Trans., Grafting Size
Graded 6mm & up
READY NOW

BIOTA ORIENTALIS
Transplants
Graded 5mm & up
READY ABOUT SEPT. 15TH

C.E. Wilson & Co., Inc.
MANCHESTER, CONN.

BOYD GROWN

HARDY SHRUBS
AMUR RIVER NORTH PRIVET
CALIFORNIA PRIVET
FOREST & SHADE TREES
BARBERRY
COMPLETE LINE

Lining Out and Larger Sizes
Send Your Want List for Quotations
Write for Trade List Let's Do Business

Forest Nursery Co., Inc.
MCMINNVILLE, TENNESSEE

American Linden Seedlings
Villosa Lilac Seedlings
Evergreen Seedlings and
Transplants

Cut Leaf Birch White Birch
Latham Raspberry Plants

J. V. Bailey Nurseries
Daytons Bluff Sta. St. Paul, Minn.

"Everything Worth Planting"
Write for our 1927 Short Guide & Price List
KELSEY NURSERY SERVICE
50 Church Street New York City
Established 1878

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.
6636 Ross St., Germantown, Philadelphia

FOR SALE
100,000 Early King of the Market Red Raspberry sucker plants.
30,000 Cumberland Black Raspberry plants, mosaic free, \$10 per M at farm.

LA RUE LABADIE
PAW PAW, MICH.
Route 4

Before Placing Your Order

Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

WE WILL HAVE FOR FALL

APPLE SEEDLING

from American, French and German Seed

PEAR SEEDLING

Japan, Ussuriensis, and German Wild Pear

FOREST TREE SEEDLING**FRUIT TREES**

Apple, Cherry, Peach, Pear, and Plum

SHADE and ORNAMENTAL TREES

AMOOR RIVER PRIVET, SPIREA VANHOUTTE,

HYDRANGEA PANICULATA

J. H. SKINNER & CO.

TOPEKA, KANSAS

PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS
FLOWERING SHRUBS
HARDY PERENNIALS

CONIFERS
ROCK PLANTS
HARDY VINES

Ask for New Price List Just Off the Press

MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72d Street S. Portland, Oregon

THE F. E. SCHIFFERLI & SON NURSERIES

Fredonia, Chautauqua Co., N. Y.

Established 1890

We offer for Fall and Spring a very large and complete assortment of FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES

Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.

We invite your inquiries.

JACKSON & PERKINS COMPANY

NEWARK (WAYNE COUNTY) NEW YORK STATE

Sole American Agents for the well known Charles Detriche Nurseries of Angers, France, growers of fine fruit tree and rose stocks, and everything for Nursery planting.

American Bulb Company

Importers and Growers of Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of the Valley, Sphagnum Moss.

Send for Free Catalogue.
6 Murray St., 182 N. Wabash Ave.,
New York City Chicago, Ill.

PIN OAK SEEDLINGS

I am now ready to quote prices on Pin Oak Seedlings in the following sizes: 6-9", 9-12", 12-18" and 18-24".

ARTHUR L. NORTON
Nurseryman Clarksville, Mo.

SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus.

L. J. Rambo's Wholesale Nursery
Bridgeman, Michigan

NURSERY TOOLS

Leonard Full-strapped Spades
Lead in Every Nursery Section.
Write for 64-page Wholesale Catalog illustrating over 300 Hand Tools.

A. M. LEONARD & SON
PIQUA, OHIO

Hill's Evergreen Plate Book
50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub Pictures. Size 5½" x 9" 1 lb. Postage, Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Give help in mailing. Order for your salesmen. Money refunded if not satisfied.

D. Hill Nursery Co.

Evergreen Specialists • Largest Growers in America
Box 312 DUNDEE, ILL.

SEMESAN

Makes Seeds Healthy

WILMINGTON, DEL.

Dyestuffs



Dept.

Campaign for Fund in the East This Month

Temporary Eastern Headquarters Being Opened—All States East of Illinois Yet To Be Lined Up—Strong Voluntary Indorsements

NURSERYMEN URGED TO SPEED WORK OF SUBSCRIPTIONS

SUBSCRIPTIONS to the Nurserymen's nation-wide advertising campaign will be solicited in the East starting this month.

Temporary eastern headquarters are to be established while the drive for funds is being carried on in that section. The location of the headquarters will be announced later this month when a satisfactory place has been chosen.

Up until this time no eastern Nurserymen have been solicited for the campaign. Only as many Nurserymen in the West and the South who could be called upon, in the five weeks that the drive for funds has been under way, have been seen to date.

The enthusiasm for the campaign shown by the Nurserymen already visited indicates that the collection of subscriptions in the East will go quickly. A great number of Nurseries are located in that section, most of the Nurserymen are very progressive, and already many eastern Nurserymen have sent their indorsements of the campaign to the headquarters in Davenport, Ia.

The amount of time the drive for funds will take in the East will be determined by the time it will take to see every Nurseryman in that section. Nurserymen in all the states east of Illinois have yet to be seen.

Leaders of the industry, anxious to have the advertising begin as soon as possible, are urging eastern Nurserymen to cooperate to their fullest extent in speeding the work of collecting funds. When the solicitation of the East is complete, the remaining Nurserymen of the country, who have not been visited, can be seen and then the national campaign can get underway.

Regional Rose Conferences—Trustees of the American Rose Society have authorized the executive committees to proceed to organize any one or many regions of the United States with a personnel to carry out the idea of regional rose conferences, to be visited and addressed, if possible, by an officer or field official of the American Rose Society.

TREES—B&B
We specialize in Coniferous and Broad Leaf Evergreens Balled and Burlapped (B&B) on our Griffing's Balling Soil and we especially solicit car-load orders, where we have low freight rates, to all points in the Southwest.
LANDSCAPE MATERIAL
Write for catalog, freight rates and other particulars. Come and inspect our Nurseries, before purchasing elsewhere.
GRIFFING NURSERIES Beaumont, Tex.

AMERICAN FRUITS PUB. CO., INCORPORATED
—STATEMENT of Ownership and management of "American Nurseryman" published at Rochester, N. Y., required by the Act of August 24, 1912; Editor, managing editor and business manager, Ralph T. Olcott; Publisher, American Fruits Pub. Co., Rochester, N. Y. Stockholders, Ralph T. Olcott, G. R. Olcott, R. T. Olcott, Jr. Sworn to and subscribed October 1, 1928, before E. F. Rosenhagen, Notary public, whose commission expires March 31, 1929.

Iowa Nurserymen To Hear Educational Director

C. E. Cary, director of the American Association of Nurserymen's new education division, will be one of the principal speakers on the program at the annual meeting of the Iowa Nurserymen's Association, November 14 in Cedar Rapids, Ia.

Mr. Cary, formerly a professor of horticulture at the University of Minnesota, will talk on "Modern Merchandising Methods." He will suggest means by which Nurserymen can win greater business.

E. C. Hilborn, Valley City, N. D., chairman of the board of directors of the mar-

ket development and publicity committee of the association, and E. G. Naechel, Davenport, Ia., manager of the Nurserymen's National Advertising Campaign, will be additional speakers.

The meeting is to be held in the new Memorial Coliseum at Cedar Rapids in connection with the Mid-West Horticultural Show. Nursery products, flowers, fruits, vegetables, nuts, honey and home-canned products will be exhibited at the show. Approximately \$7,000 will be given at the show in prizes.



ORNAMENTALS

This photo shows a block of **DEUTZIA GRACILIS** and **LEMOINE** taken last summer.

We have quantities of Shade Trees, Shrubs and Evergreens in good assortment.

Write or call and see us about your requirements

PRINCETON NURSERIES Princeton New Jersey

WM. FLEMER'S SONS, INC.

DIGITALIS White, Purple, Rose, Yellow

Write for list of PERENNIALS,
GRAPE VINES, BERRY PLANTS, Etc.
JOHN H. TSCHETTER
SPENCERPORT, N. Y.

WATERPROOF PAPER LABELS

Red or White, Plain or Printed
Sample Free
OHIO NURSERY CO.
Elyria, Ohio

THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

Ampelopsis Veitchi

FINE PLANTS

20 to 30 inch, \$7.00 per 100; \$60.00 per 1000
15 to 20 inch, \$5.00 per 100; \$40.00 per 1000
RALPH B. LOTT, Eatontown, N. J.

THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade. With a record of fifty-two years of service. Practical departments and active committees. National conventions of inestimable value.

President, Wm. Flemer, Jr., Princeton, N. J.

Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.

Convention Date: Boston, Mass., July 16, 1929

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

E. P. BERNARDIN

Parsons

Wholesale Nurseries**PARSONS, KANSAS**

Established 1870

SpecialtiesAmoor River North Privet, 2 yr.,
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlow Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6

ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Junipers, in good supply.

Early Harvest B. B. root grown plants.

Long list of Ornamentals in generous supply.

SCARFF'S Nursery

Headquarters for Small Fruit Plants And Lining Out Stock

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Spiraea in variety
Blackberries	Privet
Elderberries	Hydrangea P. G.
Currants	Mallow Marvel
Gooseberries	Barberry Seedling
Grape Vines	Peonies
Horse-radish	Honeysuckle
Asparagus	Euonymus Radicans
Rhubarb	Philadelphia Grand

Our list quotes lowest prices

W. N. SCARFF'S Sons, New Carlisle,

BOXWOOD

Young's Boxwood and Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware

Say you saw it in "American Nurseryman"

Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate

Three Ways To Advertise In The

American Nurseryman

PUBLISHED SEMI-MONTHLY, ON 1st AND 15th

58 Cents per Inch per Week Under Yearly Term

TWICE A MONTH INSERTION FOR THE SINGLE RATE

The Preferred Stock**Thousands of Young Evergreens!**

Perk and I have been mighty busy in the propagating department lately—laying up a big supply of evergreens. These little trees have increased tremendously in popularity and we're doing our doggondest to keep abreast of the demand.

We've got a complete assortment of

BIOTA
JUNIPER
RETINOSPORA
TAXUS
ARBORVITAE

(all the standard varieties) in 2½ inch pots ready for nursery planting next spring. Husky, well established plants with sturdy fibrous root systems all greenhouse grown from grafts and cuttings.

Also a fine assortment of evergreens for lining out—from our thriving seedling department—2 yr. seedlings and 3 & 4 year transplants for Spring shipment.

Yours for Evergreens,

Jack

Jackson & Perkins Company
Wholesale Only
Newark, New York.

T. SAKATA & CO.
Specialists
TREE SEED SHRUB
HERBST BROTHERS
42 South Street
NEW YORK

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.



Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Credentials awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today!

American Landscape School, 83, Newark, N.Y.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

1- General or Special Purpose - - - Any Size

2- American Propagators Directory-2-in. blocks

3- Business Card Announcement - 1-in. blocks

Rate: \$2.80 Inch per month; under yearly term, \$2.50

Nation-wide Planting Contest to be Staged

In Connection With Nursery Advertising Campaign—Contest In Itself Will Create Big Demand for Nursery Products—Bureau To Handle

TREMENDOUS INTEREST IN HOME PLANTING SHOULD RESULT

A NATION-WIDE Yard and Garden Contest, in which thousands of American home owners will be induced to compete, is to be instigated in connection with the Nurserymen's approaching advertising campaign to win a Billion Dollar Market.

Announcement of the proposed contest has just been sent from the Nurserymen's national campaign headquarters.

The contest is to be conducted in much the same manner as the National Beauty Contest held each year in Atlantic City. Home owners will first compete for local prizes, in city, district and state, and the winners will then compete in a big national contest to determine: "Who Has the Best Planted Home Grounds in the United States?"

The contest will have a great effect upon the public mind, it is predicted. The contest will win thousands upon thousands of dollars worth of free publicity that money cannot buy. The contest will arouse a tremendous interest in home planting.

WE SPECIALIZE On Items Below:

FRUIT TREE SEEDLINGS	
APPLE	FRENCH PEAR
USSURIENSIS	MAZZARD
SHADE TREES	
CHINESE ELM (U. Pumila)	
Both seedlings and transplants	
EUROPEAN MOUNTAIN ASH	
AMERICAN ELM	
CATALPA BUNGEII	
PRUNUS TRILoba	
THORN, Paul's Double Scarlet	
WALNUT, American Black	
WALNUT, California Black	
PEAR 2 yr. 1-16	
BARTLETT	B. BOSC
FLEMISH BEAUTY	SECKEL
SHRUBS & VINES Leading Varieties	
WASHINGTON NURSERY COMPANY	
TOPPENISH, WASH.	

To help competitors in the contest, a National Home Planting Bureau will be established at the campaign headquarters which will disseminate in every way publicity material on home planting.

In preparation for the contest, the campaign headquarters has already started an extensive study of all the various types of planting contests held in the United States. As a result of the study, the forthcoming big national contest will be arranged to include all the effective qualities of previous undertakings.

The contest alone, according to the plans, will create an immense demand for planting materials.

Record Grape Crop

With evidences of a record grape crop this year, producers and shippers are being urged by the Bureau of Agricultural Economics, U. S. D. A., to practice "careful grading and packing and wide distribution to prevent an unprofitable season."

The total grape crop is forecast by the department at 2,844,764 tons as against 2,606,712 tons last year. Of this quantity, California will produce 2,538,400 tons of grapes of all classes compared with 2,406,000 tons in 1927. All states outside of California expect a combined crop of 306,000 tons of grapes, or 53 per cent more than their light production of last season. Eight other western states, with probably 11,587 tons, show very little increase over 1927, but the leading eastern and mid-western sections report sharp gains.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value. An index for each volume.

Nurseryman's Credit

By W. C. Griffing, Beaumont, Tex.

When business prospects are good and stock healthy, the Nurseryman who makes his customers discount their bills is a money-maker. While the Nurseryman who does not collect promptly is either not keeping his business alive or else he is securing his money from other sources. The credit problem in the Nursery business, therefore, has two important phases: (1) It can be solved by application of speedy collections, (2) securing a quicker turnover of capital. The second and most important of the two, will find its solution only in greater business efficiency which results in ample net profits.

It can be easily seen that when the wholesale Nurseryman is lenient with credit terms to the retail Nurseryman, it is very easy for the retail Nurseryman to be lenient with his customers. In most cases, the retail customer is not urged to pay when the material is delivered, or the landscape job completed. The retail Nurseryman should be strenuous in his collecting methods so that he can meet the terms of the wholesaler without disappointment or unnecessary delays.

(North Alabama-Grown)

LINING OUT STOCK

For the Wholesale Trade Only

We have 100,000 Soft or Silver Maple Seedlings 12/18" and 100,000 Soft or Silver Maple Seedlings 18/24".

We have 20,000 Chinese Poplar 2/3' Fine, 20,000 Lombardy Poplar 2/3' Fine, 10,000 Carolina Poplar 2/3', and lots of other good stock.

It will pay you to get our special quotations.

THE PARK NURSERY CO.

Pleven, Alabama.

NORWAY SPRUCE BLACK HILL SPRUCE ORIENTAL SPRUCE WHITE SPRUCE

Specimens in all varieties up to 5 ft.

BUXUS SEMPERVIRENS

10-12 in.—12-15 in.—15-18 in.

VERY BUSHY AND HEAVY

Can Furnish Same in Carload Lots

Will have several thousand

CUTLEAF WEEPING BIRCH

to offer for Fall and Spring delivery

4-6 ft.; 6-8 ft. sizes

The Independence Nurseries Co.

INDEPENDENCE, OHIO

Silver Maple, 10-12 ft., 1-2" . . .	\$.20
8-10 ft., 1-1-1"15
6-8 ft.10
5-6 ft.05
Am. Arborvitae, 3-4 ft.	1.25
30-36"80
24-30"50

Norway Spruce at Same Price as American Arborvitae

Silver Hill Nursery

C. E. KELLEY

Newark, New York

90,000 PEACH trees, besides Pear, 1 & 2 yr. Apple, Grape Vines, Shade Trees, Evergreens. Come and see before the foliage drops, or ask those who bought before. Say the word and we'll show you Quality and Price.

BORLING, MADISON, OHIO

PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

SPIREA VANHOOTTE

3-8 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND.

18-34 in. and 2-3 ft.

BERBERIS THUNBERGII, CALIFORNIA

PRIVET, and all other SHRUBS in a good

assortment.

WISC. WEEPING WILLOWS

6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

"WEST has the BEST"

T. B. WEST & SONS

PERRY, OHIO

COLOR PLATES

Floricultural Illustrating Co.

800 North Clark Street CHICAGO

RECOGNIZED AUTHORITY ON FLOWER
FRUIT AND VEGETABLE ART

W. T. HOOD & CO. OLD DOMINION NURSERIES

Richmond, Virginia

We offer for Fall 1928 and Spring 1929:
A General Assortment of

EVERGREENS

Several Times Transplanted

Four and Five Years Old

PINK FLOWERING DOGWOOD, LOMBARDY POPLARS, SILVER MAPLE, CATALPA BUNGEI, AZALEA HINODEGIRI, CLEMATIS PANICULATA, 75,000 ASSORTED SHRUBS, CALIFORNIA and AMOOR RIVER PRIVET. Also a COMPLETE LINE OF FRUIT TREES.

Sample submitted on request.

SEND US YOUR LIST FOR QUOTATIONS

ULMUS PUMILA SIBERIAN ELM (D. Asiatic Elm)

Seedlings and Shade Trees

Ask for Illustrated Circular and Price List. Can use some nursery stock in exchange.

HOME NURSERY COMPANY

RICHLAND, WASH.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa



ROSES

Field Grown
Winter
Harvested

Our No. 1½ (Medium) Grade very attractive at the price.

Write for List showing 3 Grades.

HOWARD ROSE CO.
Hemet, California

HEAVY, TRANSPLANTED Surplus Nursery Stock

	Per 100
1000 Spiraea Thunbergi, 3-4 ft.	\$35.00
750 Redtwig Dogwood, 5-6 ft.	35.00
2000 Regel's Privet (True), 3 ft.	25.00
4500 Wh. Tartarian Honeysuckle, 5-6 ft.	25.00
500 Indian Current, 3-4 ft.	20.00
500 American Plum, 6-8 ft., bushy	50.00

All of the above stock will produce an immediate landscape effect.

Truck and Carlot Orders Packed Free
Packing otherwise, charged at cost.

Westcroft Gardens
GROSSE ILE, WAYNE CO., MICH.
Ask for list of Perennial and Rock Plants

300 Acres in Nursery Stock

25 YEARS IN NURSERY BUSINESS

We specialize in Pecan Trees but grow a general line of Nursery stock. Introducers of the Mahan Pecan.

MONTICELLO NURSERY CO.
Monticello, Fla.

Established 1868
Leading European Forest Tree Seed House
A. GRUNWALD, Wiener-Neustadt, Austria
Member A. A. N.
Small lot of *Picea omorica* seeds and plants true to name available.
Test your seeds! Practical seed testers, \$2 each

A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive circular and prices

"Yours for growing satisfaction"

NEOSHO NURSERIES, Neosho, Missouri

SHADE TREES

In car load lots or less. First class stock at a price to move it.

	Per 10	Per 100		Per 10	Per 100
Catalpa Bungei, 3-4 ft. Stems.	\$ 5.00	\$ 45.00	Poplar, Carolina, 6-8 ft.	\$ 2.50	\$ 20.00
" 4-5 ft.	6.50	60.00	" 8-10 ft.	3.50	30.00
" 5-6 ft.	8.00	75.00	" 10-12 ft.	4.50	40.00
Elm, American, 6-8 ft.	6.50	65.00	Poplar, Lombardy, 6-8 ft.	2.50	20.00
" 8-10 ft.	9.00	85.00	" 8-10 ft.	3.50	30.00
Maple, Norway, 6-8 ft.	14.00	125.00	Poplar, Tulip, 6-8 ft.	5.00	45.00
" 8-10 ft.	20.00	175.00	" 8-10 ft.	8.00	75.00
Maple, Silver, 6-8 ft.	3.50	30.00	" 8-10 ft.	10.00	85.00
" 8-10 ft.	4.50	40.00	Willow, Weeping, 6-8 ft.	5.50	50.00
" 10-12 ft.	6.50	60.00	" 8-10 ft.	6.50	60.00

SPECIAL—Mazzard Cherry Seed, 45 Cents Per Pound

TITUS NURSERY COMPANY
WAYNESBORO, VIRGINIA

HYDRANGEA PANICULATA GRANDIFLORA

True Type

STRONG ROOTED LAYERS—SUPERIOR TO FRAME CUTTINGS

	Per 1000	10,000
Heavy	\$40.00	\$350.00
Medium	35.00	300.00
Light	25.00	225.00

TRANSPLANTS

From last year's layers..... 70.00

J. W. ADAMS NURSERY COMPANY
SPRINGFIELD, MASS.

THE ROSE FARM

Incorporated
White Plains, New York

High quality, field
grown, budded ROSES

PEACH TREES

The Finest Block of Top Notch Trees in America

Extremely Attractive Prices will be made on orders for Car Load Lots.

200,000 Trees

Embracing all the leading varieties

You Want 'Em—We Have 'Em
WRITE US

Bountiful Ridge Nurseries

Princess Anne, Md.

Member of American Association of Nurserymen

NEW PLATE BOOKS

Nursery Salesmen should procure new books and folders with which to take orders the season now beginning. We now make a more beautiful landscape book than ever before and also have added new shrub, perennial and evergreen views to our sets. We use hand colored photographs and the prices are reasonably low.

PLAN SERVICE

We offer to the nurserymen a splendid plan service. We will draw individual plans from your specifications. Prices are low to the trade; you will profit from the fine blue prints provided, our prompt service and the special low prices. Plans for all types are prepared, simple or elaborate, from porch planting to complete foundation, schoolhouse, subdivision or park. Further particulars and catalog sent upon request.

B. F. CONIGISKY,
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The Westminster Nursery

Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET

One and two year grades

ASPARAGUS AND RHUBARB

One and two year grades

SHRUBBERY AND PERENNIALS

In excellent assortment

EVERGREENS

A large supply of *Thuya Pyramidalis*,

also lining out stock.

Attractive prices will be quoted. Send us your want list.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

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Concord 2 yr. No. 1 and 1 yr. All varieties of Strawberry plants including Mastodon. Also Cumberland B. R.; Cuthbert, King, St. Regis R., and Eldorado B. B., root cuttings and sucker plants.

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BRIDGMAN, MICHIGAN

SPECIAL NOTICE

We want to sell you Pecans, Japan Persimmons, Roses, Fruit Trees, Shrubs and Evergreens, Cedrus Deodora, 2-3 ft. and 3-4 ft. and other kinds.

Write us for prices.

Commercial Nursery Co.
NICHOLSON BROTHERS, Proprietors.
DECHERD, TENNESSEE

3 MILLION 2 YR. NO. MINN. EVERGREENS

Abies douglasii	\$3.50	\$25.00
Am. arbor vitae	2.50	15.00
Juniperus Virg. Plate River 1 yr.	3.00	20.00
Picea albertina	3.00	20.00
Picea excelsa	1.00	8.00
Picea pungens glauca	2.00	10.00
Pinus austriaca	2.00	15.00
Pinus mughus	2.00	15.00
Pinus ponderosa	2.50	15.00
Pinus sylvestris	1.50	8.00

Many other varieties and sizes. List free.

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Peach Pits

The Howard-Hickory Co.
HICKORY, N. C.

JOSEPH S. MERRITT

Hydrangea Specialist
COLGATE, BALTIMORE, MD.

Obituary

Charles E. Greening

Charles E. Greening, well-known Nurseryman of Monroe, Mich., died Oct. 17, aged 70 years. Mr. Greening was president of the Greening Nursery Company, founded in 1850 by his father, J. C. W. Greening, and of the Greening Landscape Company, a subsidiary company, which he organized in 1908, for the purpose of developing the landscape business which, through his foresight, had become an important part of the general activity of the firm. He was one of the pioneers in the landscape field in the state.

The story of Mr. Greening's life is largely the story of the development of the Greening Nursery Company, its growth from a business owning 30 acres when he took charge to one which had more than 1,700 acres at his death.

Charles Greening was born in Monroe on September 28, 1858. He worked for his father in the Nursery in his spare time while attending the elementary public and Trinity Lutheran parochial schools. He discontinued his school work early and devoted all his time to learning what proved to be his life's occupation.

Charles and George A. Greening assumed control of the business in 1883, and operated until 1901 as a partnership, under the name, Greening Brothers. In 1901, they formed a corporation taking the name, Greening Brothers Nursery Company. George soon afterward retired from the business, Charles buying his interest. In 1905, the name was changed to the Greening Nursery Company, with Charles Greening as president.

Says the Monroe Evening News:

"Mr. Greening's activities covered a great many fields and embodied a wide diversity of business and civic interests. He was instrumental in bringing several factories to Monroe. He was one of the developers of

the Monroe Piers and helped materially to make this resort a place of attractiveness and popularity. He was one of the owners of the old Monroe Record, a weekly paper that later was merged with the Commercial. He was one of the founders of the Altenheim here.

An evidence of Mr. Greening's versatility is revealed in his discovery of a new type of marl in northern Michigan. This soil he found to be of value as an ingredient for cement and his discovery led to the development of a new business that has assumed large proportions.

Mr. Greening published a number of books on horticulture and landscape gardening, and lectured frequently on these topics on trips with Michigan State College officials. He made a trip to Europe in 1907, and about eight years ago went to Italy where he studied horticulture and Italian landscape architecture.

He was given a life membership in the Michigan State Horticultural Society Dec. 9, 1909. He also was honored with a life membership in the Isaac Walton League of America, in acknowledgment of his efforts towards "restoring out-door America for posterity."

He was secretary and one of the organizers of the Michigan Custer Memorial Association and as such was responsible for the placing of the Custer monument here. In recognition of his activity, he was presented with a cup at the unveiling of the memorial June 4, 1910. The Old Guard post of the G. A. R., at Washington, D. C., gave him an equestrian statuette of Custer, fashioned by the French sculptor, L. Boule.

Always interested in water sports, Mr. Greening won several trophies in power boat and yachting races, and was the second commodore of the Monroe Yacht Club, from 1904 to 1906. He was a member also of the Monroe Club, Monroe Country Club and the Toledo Club. He spent his winters in Florida, where he had a singularly beautiful residence. He is survived by his wife, a sister, two brothers, three daughters, two sons and 11 grandchildren.

L. P. Wedge is now propagator on the staff of Oscar H. Will & Co., Bismarck, N. D.

SPECIAL A Loose Leaf PLATE BOOK

At the Price of a Map
80% COLORED PAGES
Special Sample Price \$2.00
PROCESS COLOR PRINTING CO.
Formerly CHRISTY, INC.
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"We Ship 'Em Quick"
HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES AND SHADE TREES, CUT LEAF WEEPING BIRCH, A SPECIALTY.
Champion Nurseries
PERRY, OHIO

BROADLEAF EVERGREENS, TREES AND SHRUBS
First class collected stock
Rhododendron, Magnolia, and Mountain Laurel 2-4 ft. \$25-\$4.00, 100 \$15.00. Clumps 18-28 in. \$25-\$12.00, 100 \$50.00, carload \$125.00. Hemlock and Holly trees 2-3 ft. \$25-\$4.00, 100 \$15.00. Seedlings of all above stock 8-18 in. 100 \$6.00, 1000 \$50.00.
J. F. NORRIS & BRO., Doeville, Tenn.

NOTICE

To all American Nurserymen and Seedsmen desiring to keep in touch with commercial horticulture in England and the continent of Europe. Your best means of doing this is to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.50 covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1883

H. A. LTD., Lowdham, Nottingham, Eng.

ADDITIONAL TRADE REPORTS

Cherry Shortage in Sight

Vincennes, Ind., Oct. 18—Demand for cherry is extra good; it looks like there would be a very pronounced shortage both one and two-year before spring trade is over. This is especially true of Morenci; other stock in moderate demand.

Apple crop about 25% on young orchards, but quality best we have ever had; size above normal. Prices low, but demand fairly good. We have finished picking 15,000 bushels most all of which is moving to the truck and automobile trade.

W. C. REED & SON

H. P. Kelsey Moves Business

Salem, Mass., Oct. 18—Sales good and fall the flowering shrubs and evergreens, are scarce and it seems there will soon be a surplus of the commoner sorts, the sizes of all evergreens from 4 to 8 ft. are scarce.

Building a new large office on Nursery grounds and will move all activities to East Boxford.

HARLAN P. KELSEY

Salem, Mass.

WANTED AND FOR SALE

Nursery For Sale

Nursery farm in southern Ohio, of 150 acres rich land. Located on best highway in state, and draws trade from three cities and a number of good towns. Only business of its kind in the section. Farm can be bought on liberal terms, and good-will of present owners goes with the sale. Business of \$10,000.00 from customers who drive to the yard for plants. Everything convenient. Good reason for selling. If interested, write "Dealer," care "American Nurseryman, Rochester, N. Y."

LANDSCAPE SALESMAN WANTED

We need a man who has a thorough knowledge of landscape gardening who can sell to high class city trade. Middle aged married man preferred. This is a year round permanent position and real opportunity for right man. Address B-106, American Nurseryman, Rochester, N. Y.

WANTED SALESMAN

For large Pacific Northwest Nursery. One who is a closer, with knowledge of Landscape Gardening, to sell high class evergreen Ornamental Nursery Stock. Excellent opportunities. Address B-105, American Nurseryman, Rochester, N. Y.

MISCELLANEOUS

FOR SALE

STOCK FOR SALE

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Berberis Thunbergii seed. Fresh harvested berries, \$1.00 per lb., postpaid. Cash. Clifford A. Haley, Yellow Springs, O.

BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3638 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

AMERICAN FRUITS PUB'G. CO.
P. O. Box 124 Rochester, N. Y.

Ohio Is to Have An Adequate Arboretum

**On State Property Near Yellow Springs—T. B. West a Prime Mover—Ideal Location
He Says—Comment by Chairman Pyle**

INVALUABLE TO WORKERS IN HORTICULTURAL PROJECTS

Ohio is in the way of having an arboretum. Prominent among those interested directly are Nurserymen of that state the prime mover being T. B. West, Perry, O. The co-operation of the experiment station under the supervision of the board of trustees of the Ohio University has been secured in the establishment of an arboretum at Bryan Park, southwest of Columbus, O., near Yellow Springs. Two hundred and fifty to three hundred acres of state-owned property is to be available for the purchase.

"It is an ideal location and the soil conditions there I think are perfect," said Mr. West last month. "Mr. Secrest, our state forester, is very enthusiastic over the matter and he has been largely instrumental in getting the interest of the state authorities for this project. I was able to secure his co-operation at a meeting at the experimental station last summer and I think we are on the high road to success on this matter at the present time. Of course we understand this is a thing that will not be done in a day nor in a year; but we are building for the future and still hope to have it in a thriving and growing condition in the distant future. I think it will be invaluable to all interested in horticultural projects in this section of the country."

When the attention of Chairman Robert Pyle, of the arboretum committee of the American Association of Nurserymen, was directed to the matter, said: "That is most inspiring news. Many of the conditions named sound as if an ideal combination of circumstances had been met, but I know that it was not done without work and that work will be needed in order to complete

the project. The A. A. N. committee will be glad to co-operate in the matter if at any time it can be of service."

Appreciation of Mr. Greening

My friend—Charles E. Greening—has passed to the great beyond. I am sad because of the lack of future contact with a truly great man and because the world is most certainly the loser.

One had to know Charles E. Greening to appreciate his true worth. Without resources other than an indomitable will, the tiny Nursery started in a new country—in 1850—by his father, J. C. W. Greening—under the unrelenting driving force of Charles Greening, has grown into a mighty institution, whose influence is nation wide.

To talk with Charles E. Greening in his reminiscences of the trials and experiences of the early days was to realize the courage and resource of his unusual personality. One could easily understand why the urge for accomplishment had led him to the "cutting of his success from the solid rock."

Fighting to the last, Charles Greening, notwithstanding his age, demonstrated that he was abreast and ahead of the times. He possessed that keen appreciation of super-service that made him an outstanding man—fifty years ago. He knew no defeat, for persistency fortified his courage.

Having an analytical mind, his appraisal of present conditions in relation to the future made his judgment sound to the extent that much tribute to the opinions of Charles Greening has come to me from men who remembered his predictions of years

ago and today's conditions have proved just how correct his ideas were.

Just a few weeks ago he wrote me from his summer home at Bitely, Mich., and between every line there was that evidence of courage that characterizes the pioneer, who had the will to do and did it.

It has been my privilege to know such men as W. Atlee Burpee, J. C. Vaughan, J. J. Harrison, Orlando Harrison, Fred Michell, J. Otto Thillow and many others in the seed and Nursery world and with these illustrious names there is now that of Charles E. Greening.

In that great void—of which no man knows—if congenial spirits gather—Charles E. Greening will be welcomed as one who fully filled his niche in the world and who is entitled to sit with the immortals.

I consider that it is one of the gifts of a kindly governing spirit that I have been allowed to know so many courageous doers and that Charles E. Greening was one of the group; for knowing him, I can truly write:

Old friend—your worth I know,
Light be the sod above you;
And bright the flowers you'll know
Old friend—who loved them so.

W. F. THERKILDSON

W. Howard Moudy, Portage, Pa., has 15 acres, on two, of which he will plant Nursery stock this fall and next spring.

Hixson A. Knight, Rushville, N. Y., is planning the production on a commercial scale of bulbs and flowering plants.



Huntsville Grown

Shrubs, Roses

Fruit and Shade Trees

Thoroughly Matured

Weather and soil make ideal digging conditions. When in need of good stock and prompt shipment, call on us. We will be mighty glad to serve you.

**The Huntsville Wholesale Nurseries, Inc.,
1872 HUNTSVILLE, ALABAMA 1928**

SOMETHING NEW In Butterfly Bush

BUDDLEIA LINDLEYANA—In many ways superior to the common Magnifica. More upright in growth; smaller, clean-cut foliage. Resembles privet. Flowers are violet-blue. A comer—watch it.

FALL TRADE LIST will be in the mails early in September. We aim to have your name on our mailing list but sometimes we err. Tell us if we do.

A. WILLIS & COMPANY
Wholesale Nurserymen OTTAWA, KANSAS

Branch Managers Wanted

We desire to engage competent Branch Managers in the following territories:

Connecticut
Delaware
Maryland
New Jersey
Georgia
Virginia

Present Managers earn over \$10,000 annually

**Lewis & Valentine Company
of New Jersey**

Largest Landscape Organization
47 West 34th Street New York, N. Y.

Vincennes Nurseries W. C. REED & SON VINCENNES, IND.

Announcements

For Fall 1928 and Spring '29

CHERRY—One year, in car lots or less
Both Sweets and Sours

CHERRY—2 year—all grades
Limited amount of both Sweets and Sours

PEAR and PLUM—XX & 11/16 leading varieties

TURLEY APPLE Trees—One year Buds, 4 to 6 ft.

HILL'S EVERGREENS

Are you keeping up with the changing times with regard to evergreens? The demand for evergreens is continually growing. Your customers want new, fancy varieties. From Hill's you can obtain the best. Wide assortment, plenty of sizes, all produced by experts under ideal growing conditions. STOCK YOU CAN DEPEND UPON.

—Grown by the largest evergreen growers in America.

—Produced by experts with 70 years' experience as evergreen specialists.

—Raised under ideal conditions of soil and climate.

Hill Evergreens are by far the cheapest you can buy, measured in results and satisfaction.
We can ship now or reserve stock for Spring.

GRAFTED EVERGREENS FOR SPRING DELIVERY

	Per 100
Juniperus chinensis pyramidalis blue	\$65.00
Juniperus chinensis pyramidalis green	50.00
Juniperus sargentii green	50.00
Juniperus japonica	60.00
Juniperus japonica nana	75.00
Juniperus virginiana elegantissima	75.00
Juniperus virginiana glauca	45.00
Juniperus virginiana cannartii	45.00

SELECTED ITEMS FOR LANDSCAPE WORK

(The following are xxx B&B)

	Each	Each
	per	per
Juniperus chinensis pfitzeriana	21-3'	\$4.00
Juniperus chinensis pfitzeriana	3-3½'	4.50
Juniperus chinensis pfitzeriana	3½-4'	5.50
Juniperus chinensis pyramidalis blue	3-4'	4.75
Juniperus chinensis pyramidalis green	3-4'	4.75
Juniperus communis depressa	1½-2'	1.75
Juniperus sabina	1½-2'	1.50
Juniperus sabina	2-2½'	2.25
Juniperus scopulorum	3-4'	2.75
Juniperus virginiana	2-3'	2.50
Juniperus virginiana	3-4'	3.25
Juniperus virginiana	4-5'	4.25
Juniperus virginiana	5-6'	6.00
Juniperus virginiana canarii	4-5'	5.25
Juniperus virginiana glauca	4-5'	5.25
Juniperus virginiana glauca	5-6'	7.50
Picea canadensis	3-4'	3.00
Picea canadensis	4-5'	4.00
Picea canadensis albertiana	3-4'	4.00
Picea pungens (Blue)	2½-3'	7.50
Picea pungens (Blue)	3-3½'	9.00
Pinus mughus	1-1½'	1.50
Pinus mughus	1½-2'	2.25
Pinus nigra	2-2½'	2.00
Pinus strobus	3-4'	2.50
Pinus sylvestris	2-3'	1.15
Pinus sylvestris	3-4'	1.25
Pseudotsuga douglasii	2-3'	2.00
Pseudotsuga douglasii	3-4'	3.00
Thuya occidentalis	3-4'	1.65
Thuya occidentalis	4-5'	3.00
Thuya occidentalis pyramidalis	2-2½'	1.50
Thuya occidentalis pyramidalis	2½-3'	1.75
Thuya occidentalis pyramidalis	3-3½'	2.50
Thuya occidentalis pyramidalis	4-5'	3.50
Thuya occidentalis pyramidalis	5-6'	4.00
Thuya occidentalis woodwardi	12x12"	.85
Thuya occidentalis woodwardi	15x15"	1.00
Tsuga canadensis	2-2½'	2.25
Tsuga canadensis	2½-3'	3.25
Tsuga canadensis	3-3½'	3.75

ASSORTED BIOTAS

These trees have been transplanted once and are one year, much superior to new cuttings.

	Each	Each
	Per	Per
Thuya orientalis conspicua	4-6"	20e
Thuya orientalis aurea nana	4-6"	13½e
Thuya orientalis aurea nana	6-8"	15e
Thuya orientalis aurea nana	8-10"	25e
Thuya orientalis bonita	4-6"	13e
Thuya orientalis compacta	4-6"	13e
Thuya orientalis compacta	6-8"	15e
Thuya orientalis pyramidalis	6-8"	15e
Thuya orientalis pyramidalis	8-10"	17½e
Thuya orientalis pyramidalis (Baker's)	4-6"	13e
Thuya orientalis pyramidalis (Baker's)	6-8"	15e
Thuya orientalis pyramidalis (Baker's)	8-10"	17½e

Each x indicates one transplanting. B&B signifies balled and burlapped. 50 of the same size and variety at 100 rate. Send for trade list, which lists complete assortment of evergreens for lining out as well as larger grades. "CONIFER COMMENTS" is the name of a 70-page booklet on the planting and culture of evergreens, containing a large amount of valuable information about evergreens. Sent upon receipt of 10 cents in stamps.

TWICE TRANSPLANTED EVERGREENS (Not balled and burlapped)

Here is an opportunity to obtain an assortment of trees in good sizes at a comparatively cheap price. Everything is well-rooted, suitable for handling without ball.

Abies concolor	10-12"	\$40.00
Juniperus chinensis	4-10"	15.00
Juniperus chinensis	10-12"	25.00
Juniperus chinensis pfitzeriana	10-12"	30.00
Juniperus communis depressa	10-12"	35.00
Juniperus communis depressa	12-18"	50.00
Juniperus sabina	8-10"	30.00
Juniperus sabina	10-12"	40.00
Picea canadensis	10-12"	20.00
Picea canadensis	12-18"	25.00
Picea excelsa	10-12"	13.50
Picea excelsa	12-18"	16.50
Pinus mughus	8-10"	37.50
Pinus mughus	10-12"	25.00
Pseudotsuga douglasii	10-12"	20.00
Thuya occidentalis	10-12"	10.00
Thuya occidentalis	12-18"	20.00
Thuya occidentalis	18-24"	25.00
Thuya occidentalis	2-3"	35.00
Thuya occidentalis globosa	8x8 "	30.00
Thuya occidentalis pyramidalis	12-18"	40.00
Thuya occidentalis pyramidalis	18-24"	50.00
Thuya occidentalis pyramidalis	24-30"	75.00
Thuya occidentalis woodwardi	10-12"	40.00
Tsuga canadensis	10-12"	40.00
Tsuga canadensis	12-18"	50.00

SMALL BALLED AND BURLAPPED SIZES FOR LINING OUT

Many customers who have tried this class of stock find it more economical for lining out purposes than the smaller grades. While the cost of the stock is considerable more, trees are produced in salable sizes within two to three years.

(The following are xx B&B stock)	Per 10	Per 100
Abies concolor	10-12"	\$10.00
Juniperus chinensis	10-12"	6.00
Juniperus chinensis pfitzeriana	10-12"	9.00
Juniperus communis depressa	1-1½'	10.00
Juniperus communis suecica	10-12"	8.50
Juniperus excelsa stricta	10-12"	10.00
Juniperus horizontalis douglasii	10-12"	12.50
Juniperus Japonica	10-12"	11.50
Juniperus sabina	10-12"	8.50
Juniperus sabina horizontalis	10-12"	12.50
Juniperus sabina tamariscifolia	10-12"	12.50
Juniperus virginiana	1½-2'	12.50
Juniperus virginiana glauca	1-1½'	12.50
Juniperus virginiana Kosteri	1-1½'	12.50
Picea canadensis	1-1½'	7.50
Picea excelsa	1-1½'	5.00
Picea pungens (Green)	1-1½'	8.50
Pinus mughus	8-10"	7.00
Pinus nigra	1-1½'	9.00
Pinus sylvestris	1½-2'	5.00
Pseudotsuga douglasii	1-1½'	7.50
Thuya occidentalis	1½-2'	6.00
Thuya occidentalis pyramidalis	1½-2'	8.50
Thuya occidentalis wareana	1-1½'	10.00
Thuya occidentalis woodwardi	10-12"	7.50
Tsuga canadensis	1-1½'	8.50

THE LEADING DWARF EVERGREEN HILL MUGHO PINE

Genuine True Dwarf Type
Always in good demand for high-class landscape work. Establish an ample supply of these desirable evergreens in your nursery this year. There is a heavy demand in all classes of trade for Mugho Pine. Here is your opportunity to purchase stock of the highest quality at new low prices.

Shipments made either in Fall or Spring. All stock carefully dug, properly graded and guaranteed to be first-class in every way. Under favorable growing conditions, these trees will make salable plants for the retail trade in two years, when they will be worth from three to four dollars each.

Per 100 Per 1,000 Per 10,000
4-6 inch xx, Twice Transplanted, 1½ e. 16e. 8e.
6-8 inch xx, Twice Transplanted, 1¾ e. 13e. 11e.

EVERGREEN SPECIALISTS — LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.

